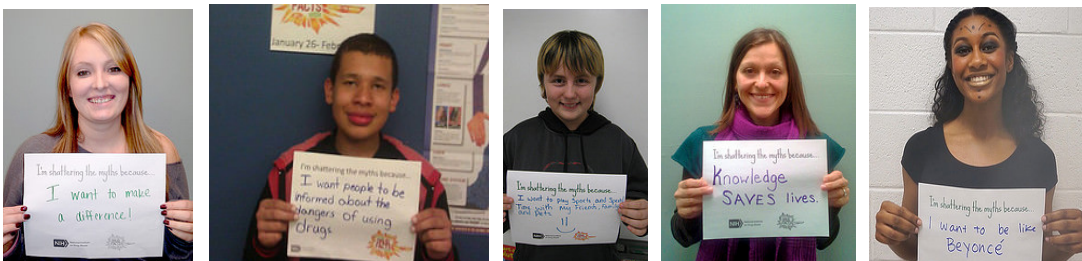




## ***SHATTER THE MYTHS<sup>TM,SM</sup> Photo Request***

Tools: Pledge Card with “I want to ***SHATTER THE MYTHS<sup>TM,SM</sup>*** because...” with the official NIDA and NDAFW logos, and a BLACK or DARK BLUE marker

- Ask each participant to write “WHY” they want to ***SHATTER THE MYTHS<sup>TM,SM</sup>*** about Drug Addiction.
- PRINT in **bold letters** a short phrase (depending on space).
- Pictures can be taken with a smartphone, personal camera or webcam. Group shots of more than three people are not recommended.
- Send digital files (no PDFs) to [nidamultimedia@mail.nih.gov](mailto:nidamultimedia@mail.nih.gov).
- Include with your submission the correct spelling of each participant’s name, age (or school year) and name of organization/school. If photos are part of the NDAFW campaign, please also include information about the event. Files must be 15 MB or smaller.





## ***SHATTER THE MYTHS*<sup>TM,SM</sup> Video Request**

Tools: Pledge Card with “I want to ***SHATTER THE MYTHS*<sup>TM,SM</sup>** because...” with the official NIDA and NDAFW logos, and a BLACK or DARK BLUE marker

- Ask each participant to write a phrase about “WHY” they want to ***SHATTER THE MYTHS*<sup>TM,SM</sup>** about Drug Addiction.
- PRINT in **bold letters** a short phrase (depending on space).
- Record participant saying, “I want to shatter the myths because,” along with their “WHY” phrase.
- Videos can be taken with a smartphone, personal DSLR or webcam. \*Group videos are not recommended.
- Send digital files of raw video clips via email to [nidamultimedia@mail.nih.gov](mailto:nidamultimedia@mail.nih.gov). *Sorry we can't accept URL links to video channels.*
- Include with your submission the correct spelling of each participant's name, age (or school year) and name of organization/school. If videos are part of the NDAFW campaign, please also include information about the event. Files must be 15 MB or smaller.

Video Cont.

Examples of **SHATTERING THE MYTHS<sup>TM,SM</sup>** Videos (please note these are edited)



<https://www.flickr.com/photos/nida-nih/12075189374/in/album-72157641568249354/>

<https://vine.co/v/O0TmYlx9xbJ>

<https://flic.kr/p/jp4EMC>

### Video Tips:

- 1) Make sure the area is well lit and the noise level is good for shooting
- 2) Careful to keep your finger off of the mic when shooting with a smartphone
- 3) Do more than one take
- 4) Video files like .mp4, .wmv and .mov are large, so keep it short to make emailing easy
- 5) Warm up your participant by asking them their name on camera and how to spell it (will make it easier for captions)

### Terms of Service

**Multimedia** means any video, photograph, artwork and/or other materials or information you send to [nidamultimedia@mail.nih.gov](mailto:nidamultimedia@mail.nih.gov)

All submissions require participants under the age of 18 to have their guardian sign a [Multimedia Release Form\\*](#)

\*By signing this form, you acknowledge that has a non-exclusive, perpetual and royalty-free license to use any material received to promote its science-based resources and the **National Drug & Alcohol Facts Week<sup>SM</sup>** campaign.

The National Institute on Drug Abuse has the right to remove any multimedia from its website.